ABSTRACT OF THE DISCLOSURE

Disclosed is a user history based multimedia service system, wherein user history data include a multimedia consumption type and/or consumption behavior of the user. The consumption type data includes a start time or end time of the multimedia content consumption (i.e., simple view data), content recording time and format, content backup time and format, and content transfer time and format. The consumption behavior data includes a content access/play data such as a normal finish, skimmed, skipped, slowed, or replay, and a stopped data of the content access/play. The consumption type or consumption behavior data include information on program identification and information on access to the consumption type/consumption behavior data. The respective data is provided for each user and program.